

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

- : DAHLIAS : -

THE MONARCH OF THE FLOWERWORLD
SUPER DAHLIAS MARCH ON



1939 ADVANCE FOLDER



MARGIE PARRELLA

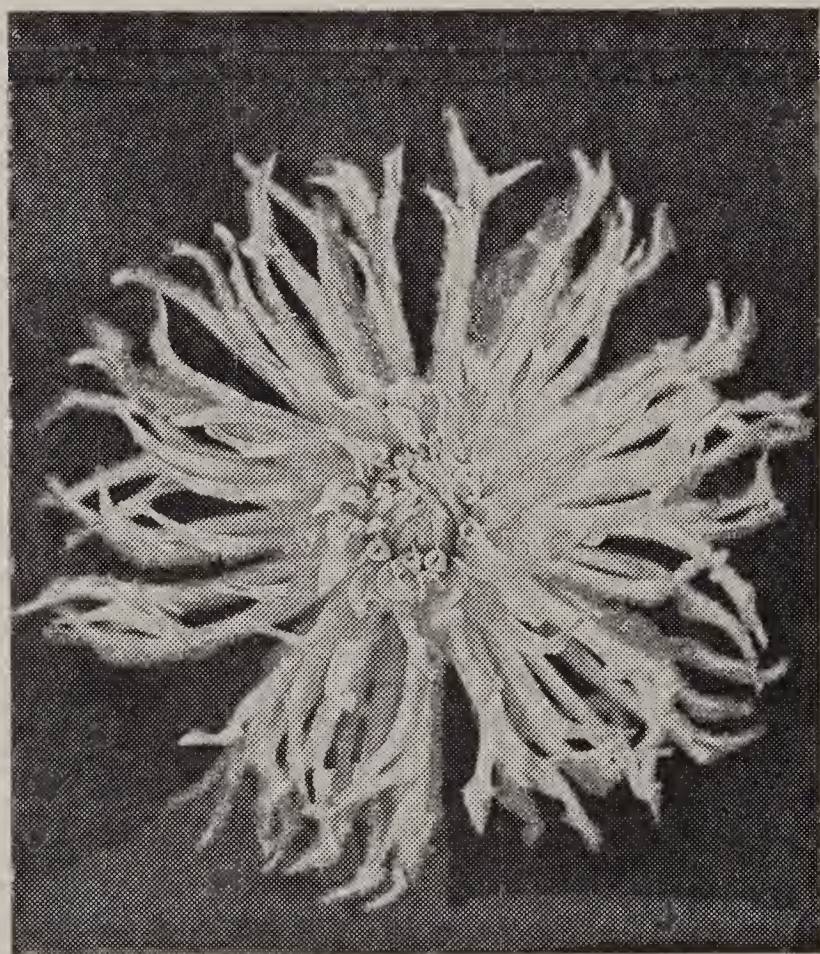
SEE DESCRIPTION ON INSIDE FOLDER

I GROW THE BEST: DISCARD THE REST

ALBERT PARRELLA
DAHLIA GARDENS

3380 ELY AVENUE, Cor. 222nd Street BRONX, N. Y.
2 blocks East of Boston Post Road
Phone: EStabrook 8-3490
Member of A. D. S.

WAGSCHAL'S PHANOMEN (I. D. Wagschal-Parrella)—Color, Canary yellow. Blooms up to 12 inches, erect on cane like stems. Formation perfect. The immense blooms have a wavy petal formation. This dahlia is just a little different from the regular run of yellows. A good plant. Insect resisting foliage. A real fine dahlia, and we recommend this dahlia very highly. (A dahlia with a shower of blooms) was awarded a "Certificate of Merit" by the German Dahlia Society in 1938. Also on Mr. Robert's Honor Roll in **THE FLOWER GROWER**. Height of plant, 4½ ft. Root \$10.00 - Plant \$3.34



KIMIKAGE (I. Endow - Parrella) —In introducing this lovely dahlia, we are positive of offering something real different. Kimikage isn't a large dahlia, but one of the most beautiful in color and very different in formation. The petals of this dahlia twist in such a fine manner that frankly it is hard to describe. You must see this dahlia in bloom to appreciate its real beauty. Color, lemon yellow. Light green foliage, insect resisting. Note: Kimikage is on Mr. Johnston's Honor Roll in **HOUSE BEAUTIFUL**, and Mr. Dudley in **THE FLOWER GROWER**. Height of plant, 4½ ft. Root \$5.00 Net
Plant \$2.00 Net

FIRE BIRD (S. C.)—Color, bright cardinal red. Medium size flower of exceptional beauty. Formation is perfect. Flowers are erect on long rigid stems, blooms early and in profusion. Plant is an open grower with dark green leathery foliage. Insect resisting. A perfect dahlia. "Certificate of Merit" at S. N. H. F., 1937. Height of plant, 5 to 6 feet.

Root \$7.50 - Plant \$2.50

MRS. B. AMBERS (I. D.)—Here is one of the best of the Australian dahlias. The blooms are immense in size on long straight stems. The color is very rich, ranging from cadmium yellow to raw sienna. The petals are somewhat crinkled and have a glistening sheen. Bush grows to 4½ feet and is literally covered with exhibition blooms from early season until frost.

Root \$10.00 - Plant \$5.00

GLADYS GLAD (I. D. Parrella)

—Color, deep old rose at center, paling out to pale old rose and buff on outer petals. Each petal carries a spectacle of a yellow at base. Each petal delicately tipped with gold. Blooms average 12 inches or better on cane like stems. A lovely dahlia named for a beautiful lady. Grow Gladys Glad this year, and have something different in your garden. The plant is an open grower with fine dark green leathery foliage. A real fine dahlia. Height of plant, 5 to 6 ft.

Root \$10.00 - Plant \$3.34



A. L. ALEXANDER—This dahlia was named in honor of the great radio announcer—(I. D. Stock-Parrella-Hulin)—We are offering this grand dahlia in plants only. Color, dark flame with shades of grenadine red, lines of gold all overlaid with bronze sheen. Blooms from 11 to 12 inches, and from 7 to 8 inches in depth. A very massive dahlia. A strong grower with excellent branching habits. Blooms in profusion from early until late. The huge blooms are erect, facing on cane like stems, with perfect center. An exceptionally fine foliage. On Mr. Dudley's Honor Roll in **THE FLOWER GROWER**. Height of plant, 4 feet. **Plants only \$5.00 Net**

IMPORTANT: All our new introductions are **GUARANTEED** to be true to description, if proven otherwise, we will gladly refund the full amount paid for same.

Send for our Illustrated Catalogue, which lists over two hundred of outstanding varieties, ready February 1st, **FREE FOR THE ASKING.**



MRS. STEWART (S. C.)—Color, straw yellow, spotted with strawberry pink, rose lavender reverse. Form is very attractive as the petals curl and twist. An Austrian dahlia of real merit. Good stem and foliage, and a very fine bush. Deserves a trial. Blooms average up to 12 inches. Height of plant, 5 ft.

Root \$10.00 - Plant \$3.34

PEACH BLOSSOM (C.)—A colossal cactus with long wavy petals. Color, peach pink. This dahlia is very hard to describe, but very pleasing to the eye. This variety goes over big with the ladies. A fine clean grower, with good foliage, and free bloomer. On Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL. Height of plant, 5 ft.

Root \$7.50 - Plant \$2.50

~ ~

IN THE SMALL VARIETIES WE ARE OFFERING THE FOLLOWING WHICH ARE VERY GOOD

~ ~

CORAL (Pom.)—Color, Soft coral shading to salmon. This little pom. has every good quality that a pom. should have, outstanding blooms of about an inch and a half in diameter, good stem, and a fine foliage. A free and prolific bloomer. Coral received First as best pom. at the Dahlia Society of California this past season, and this was well deserved.

Root \$2.00

LITTLE NELL (Pom.) (Galloway - Parrella) A lovely pom. with pink orchid shadings. Size of bloom a little over an inch. A perfect pom. for Show purposes. We had the pleasure of growing this dahlia at our Gardens, and it sure was a beauty. Much admired by the visitors.

LITTLE COLONEL (Min. S. C. Galloway-Parrella)—Size 3" to 3½", bush 36". Color, soft pink with primrose center. This miniature is a clean, exceptionally vigorous grower with durable, attractive foliage, stems as long as you want them and straight and stiff as an arrow. The blooms usually come at an angle of 45 degrees with never an open center. As a cut flower, it is an exceptionally good keeper. Among comments by visitors was "Improved Baby Royal." The most outstanding entry at Storr's writes a grower from Rhode Island. Exhibited only at Cincinnati in 1938 where it won First in the undisseminated miniature class. Awarded "Certificate of Merit" at the A. D. S. Trial Gardens at Cincinnati with a score of 85.

Root \$3.00

CHERUB (Hulin-Parrella)—A new formal decorative miniature of a deep pink throughout. The center is a shade deeper than the rest and is so artistically formed that every petal radiates a glowing warmth, drawing your attention from a distance. As you approach this little beauty you will be charmed with the lovely texture and symmetry of the flower. The bush is medium tall and always covered with bloom from July till frost. The quality of the bloom is such that the centers are tight, keeping extra well when cut. Stems are ideal and plenty long. A long row of this never failed to attract and receive favorable comments from all visitors. It is truly a little "Classic" and you, too, will enjoy growing it. Fairly large stock permits us to offer it at a price that all can afford. Delivery any time you wish.

Strong Roots \$1.50 each - 3 for \$3.50 Net

COLLEEN (F. D.) (Blamer - Parrella) Color, Pure white delicately striped lavender. A very attractive flower with fine stem. This variety attracted plenty of attention at our Gardens. Profused bloomer. Root \$2.00

If you had the opportunity of seeing either at our Gardens, or the N. Y. Botanical Garden, this past fall, during the blooming season, these novelties don't need any introduction.



VIN WELL BRIDESMAID (S. C. Blamer-Parrella-Hulin) — This lovely dahlia received an "Award of Honor" at the Georgia Trial Ground. We are using description received from the trial ground, which we believe describes the flower to a "T." This is a very distinctive old rose, suffused and tipped yellow, semi-cactus variety. Form is very attractive as the petals curl and twist, showing reverse color. Blooms average 8x5 good substance, on strong stems, 6" to 8" above upper leaves. Prolific bloomer, plant vigorous, medium tall, foliage dark green and insect resisting. Received an "Award of Honor" at the Dahlia Society of Georgia for distinctive color and formation, in addition to other good qualities.

Root \$10.00 - Plant \$3.34

VIN WELL EMPRESS (S. C.

Blamer - Parrella - Hulin) — A dahlia with an entirely new color. This dahlia not only has beauty but also has size. Color, pure deep rose, no shadings. The huge blooms are erect on best of stems, facing. The plant is perfect in growth, and the foliage is insect resisting. This variety was very much admired in our gardens this past season. If you want to win a Blue Ribbon at the Show next fall, grow Vin Well Empress. This dahlia is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL. Height of plant from 5 to 6 feet.

Root \$10.00 - Plant \$3.50



MARGIE PARRELLA (F. D. Maxwell-Parrella)—In introducing this dahlia we are positive of offering one of the best white cut flower variety on the market. Blooms will open in full in the hottest days of July and August without being bruised or burnt. This variety not only is a prolific bloomer, but also produces twice as many blooms than any other commercial dahlia on the market. Size of bloom without disbudding, 7 inches or more. Note: Flowers facing, easy for packing. Natural stem from 12 to 24 inches. An exceptionally fine foliage for a white dahlia. This variety also has a wonderful branching habit. A basket of this dahlia at the New York Show, which were cut after four days of heavy rain, won the Blue Ribbon over Jersey's Beauty. This dahlia has been tried out in many parts of the country this past season, and we received very fine reports. This dahlia is on Mr. Johnston's Honor Roll in HOUSE BEAUTIFUL, and Mr. Dudley in THE FLOWER GROWER. Height of plant, 5 to 6 feet.

Root \$10.00 - Plant \$3.34

New Dahlias for 1939 of American Introductions



Looking forward to a better dahlia season for 1939, we are herewith offering a fine assortment for your selection. If you want to win in the Show Rooms next season do not overlook the following varieties:



THELMA CAIN (I. D. Cain-Parrella)—In introducing this dahlia we are positive of offering a dahlia of outstanding merit. Thelma Cain received a "Certificate of Merit" with a score of 85 at Storr's Trial Ground in 1937, also received a "Certificate of Merit" at East Lansing in 1938, under the number of Gold No. 5 or Golden Radiance, so this dahlia must be good. Color, light coral red all outer petals, but shades of jasjer pink at center, and on backs of petals. The giant blooms are erect on cane like stems. Flowers facing. An open grower with fine branching habits. Insect resisting foliage. The above picture shows the lovely "Miss Cain" holding two huge blooms of her namesake. The size of the dahlia in photo should give you a fair idea of the size of bloom you can obtain. Please Note: A comment on "Thelma Cain" by the well-known Mr. A. Swoboda of Ridgefield Park, New Jersey—"Thelma Cain is the outstanding seedling of your 1939 Introductions. It has good foliage, excellent stem, nice position and a grand bloom." On Mr. Dudley's Honor Roll in THE FLOWER GROWER. Root \$15.00 - Plant \$5.00

Do not overlook our last year's introductions namely: **DIRECTOR MARSHALL A. HOWE**, **ADA HOFFMAN**, **VIN WELL BITTERSWEET**, these varieties have performed very well.

FOR A THRILL TRY OUR SUPER DAHLIA SEED

50 Seed \$3.00 NET

100 Seed \$5.00 NET

